

**CLAIMS**

1. A directional dialing cellular telephone protocol, for use within a cellular telephone subscriber community substantially sharing data via at least one mutual common service provider, and the protocol includes:
- I) in the subscriber community, a first user operating a modified cellular telephone unit and the unit having a directional antenna interfaced thereto and a first protocol software application interfaced thereto;
- II) in the subscriber community, a second user operating a modified cellular telephone unit and the unit having an omni-directional antenna interfaced thereto and a second protocol software application interfaced thereto, and the omni-directional antenna of the second user unit is configured to receive signals from the directional antenna of the first user unit; and
- III) the protocol has steps of
- a) pointing the directional antenna of the first unit at the second unit,
- b) activating the first protocol software application and thereby sending a first signal from the directional antenna to the omni-directional antenna,
- c) receiving the first signal at the omni-directional antenna and thereby activating the second protocol software application, and
- d) the second protocol software application sending an acknowledgement to the first unit via a mutual common service provider.
2. The directional dialing cellular telephone protocol according to claim 1 wherein activating the first protocol includes iterative activation events whereby a first activation event has a predetermined lowest power transmission, and each subsequent activation has a predetermined higher power transmission than its respective predecessor activation event, and the iterative activation events are terminated upon receipt of the acknowledgement.

3. The directional dialing cellular telephone protocol according to claim 1 wherein the subscriber community includes a plurality of paying members.
4. The directional dialing cellular telephone protocol according to claim 1 wherein the members are registered at a data warehousing facility that is accessible via a service provider of the at least one mutual common service provider.
5. The directional dialing cellular telephone protocol according to claim 1 wherein the modified cellular telephone unit of the second user is characterized by colorful markings that are visible at a distance.
6. The directional dialing cellular telephone protocol according to claim 1 wherein the modified cellular telephone unit of the second user is characterized by at least one illumination component that is visible at a distance.
7. The directional dialing cellular telephone protocol according to claim 6 wherein at least one of the illumination components is modulated.
8. The directional dialing cellular telephone protocol according to claim 1 wherein the acknowledgement is via a predetermined media format selected from the list: SMS, GPRS, Data Call, WAP.
9. The directional dialing cellular telephone protocol according to claim 1 wherein the acknowledgement includes a unilateral datum associated with the second user and the datum is selected from the list: a mutual common service provider recognizable "telephone number" associated with the modified cellular telephone unit of the second user; a time stamp and a media ID; a security code; a status report; and a supply request.

10. The directional dialing cellular telephone protocol according to claim 1 wherein the acknowledgement spans at least one bilateral information packet interchange.

5 11. The directional dialing cellular telephone protocol according to claim 10 wherein acknowledgment is restricted to a mutually agreeable class of service, and parameters defining classes of service are selected from the list: user rank, user profile component, user affiliation, current activation status, price, and arbitration convention.

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12. The directional dialing cellular telephone protocol according to claim 10 wherein the interchange includes at least one datum of information relating to a personal preference of the respective users.

15 13. The directional dialing cellular telephone protocol according to claim 10 wherein the respective users authorize an accessible data storage facility to release predetermined datum to the respective other user, and the datum is selected from the list: alpha-numeric content, audio content, visual content, multi-media content.

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14. The directional dialing cellular telephone protocol according to claim 13 wherein the release is according to at least one respective user specified approval for the release of a next at least one datum.

25 15. A directional dialing cellular telephone protocol enabled device including a modified cellular telephone unit having a directional antenna interfaced thereto and a first protocol software application interfaced thereto and also having an omni-directional antenna interfaced thereto; and a second protocol software application interfaced thereto.

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16. The directional dialing cellular telephone protocol enabled device according to claim 15 wherein the directional antenna is selected from the list microwave antenna, ultrasound transducer, and infrared transducer; and the omni-directional antenna includes a receiver compatible with the directional antenna.
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17. The directional dialing cellular telephone protocol enabled device according to claim 15 wherein at least one of the protocol software applications is interfaced to at least one SIM card.
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18. The directional dialing cellular telephone protocol enabled device according to claim 15 wherein at least one of the protocol software applications is interfaced to at least one supplemental memory media.
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19. A directional dialing cellular telephone protocol enabled business method including the steps of first deducting a micro-payment from an account of a user sending a first signal from a directional antenna of a modified cellular telephone unit enabled to operate according to a directional dialing cellular telephone protocol and second deducting a micro-payment from an account of the user receiving an acknowledgement thereto.
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20. The directional dialing cellular telephone protocol enabled business method according to claim 19 wherein a virtual private network is formed by mutual consent between the sender and a receiver the first signal.
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21. An article of manufacture including a computer usable medium having computer readable program code embodied therein for facilitating mercantile transactions in a directional dialing cellular telephone protocol enabled business method, the computer readable program code in said article of manufacture including: first computer readable program code for transfer - to a first
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- predetermined account - a micro-payment from an account of a user sending a first signal from a directional antenna of a modified cellular telephone unit

enabled to operate according to a directional dialing cellular telephone protocol and second computer readable program code for causing the computer to transfer - to a second predetermined account - a micro-payment from an account of the user receiving an acknowledgement thereto.

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